

KINETRADOGRAM.

A Weekly Record of Offers and Announcements
by the KINEMATOGRAPH TRADING Co., Ltd.

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Wednesday, May 7, 1913.

Published
Weekly

KINEGRAMS.

NEWS AND NOTES FROM EVERYWHERE.

The most distinctive feature of the past fortnight's business, as far as this Company is concerned, is the terrific demand for our great comedy exclusive, Will Evans "Harnessing a Horse." A comedy that exhibitors can boom is something new, and those who know are availing themselves of this opportunity to strike out in a new direction.

There should be a great future for the comedy feature. The humorous element in pictures up to the present has been mainly confined to farce, and in most cases, very poor farce. There have been some notable exceptions of course, such as in that clever production, "Mademoiselle Nitouche," which did not get anything like the amount of attention it merited.

With each number of the KINETRADOGRAM posted this week, we are sending synopses of our two great Exclusives, "A Duel in the Dark," and "A Harvest of Tares." Exhibitors should make a special point of seeing both these pictures, and a glance at the story of each, as given in the synopses, will give some indication as to whether they would suit your tastes.

Exhibitors should make special note of the fact that they can drop in at our Offices at any time on any day of the week to see any or all of our current and future exclusives. This saves the trouble of making appointments, which, as everyone in the film business knows, are so difficult to keep.

The Kinematograph Trading Company was well represented at the Trade Dinner on Tuesday by Mr. Geo. Soole (Managing Director), Mr. Cecil R. Snape (Secretary), Mr. A. Malcolm and Mr. R. H. Elliott (Service Departments), together with

THE LOOKER-ON.

THE PERFECT WOMAN.

Every woman is perfect in some man's eyes, we know well enough; but judged by World standards there are very few that will reach that perfection of figure as established so long ago by the statue of the Venus de Milo.

Miss Annette Kellerman, the graceful Australian swimmer, can justly be called the Perfect Woman, as a comparison of her measurements with those of the statue before mentioned will show that the discrepancies are only very slight.

They are as follows:—

	ANNETTE KELLERMAN.		VENUS DE MILO.	
Head	21.3	...	21.3
Neck	12.6	...	12.5
Chest	33.1	...	33
Waist	26.2	...	26
Hips	37.8	...	38.
Thigh	22.2	...	22.5
Calf	13	...	13.2
Ankle	7.7	...	7.4
Upper Arm	12	...	12.6
Fore Arm...	9.4	...	9.5
Wrist	5.9	...	5.9
Height	5.4	...	5.4

We have a 500 foot film of interesting evolutions by this lady and it has met with very great success wherever it has been shown. We are hiring it at 30/- for three days, and can supply a most attractive quad crown poster similar in design to those that were used at the time of Miss Kellerman's appearance at the Palace Theatre. For vacant dates see Feature Film List.

WILL EVANS.

The genial Will Evans is known throughout the country as a first class purveyor of genuine humour and his various farcical episodes such as "Lady Godiva," "Building a Chicken House" and "Harnessing a Horse" are well known to every Music Hall goer. It was natural therefore that his first appearance on the film should be somewhat of an event, and that the British Showman knows and appreciates a good thing is evidenced by the fact that bookings and inquiries for this film have practically monopolised the attention of our Exclusive Department during the past fortnight.

The film is 1,200 feet in length and is available for all dates from May 19th at £7 per week.

Publicity matter.—Will Evans' own six-sheet posters of two varieties are offered in connection with this film at 1s. 6d. each, and in addition to these we are preparing a quad crown poster which, however, will not be available until after the Whitsun holidays. We are also having made for advertising purposes a comic representation of Will Evans' horse cut out in cardboard with special wording for each individual Theatre on the back. This will be supplied at a very moderate price for use at your own Theatre.

A BIG WINNER.

On May 19th we are releasing a wonderful three reel drama produced by the Nordisk Co. entitled "A Harvest of Tares." Those Exhibitors who have already seen this subject are unanimous in their approval and the film contains so many striking incidents which follow each other in such quick succession that the success of the subject is assured from the very outside.

Two six-sheet varieties of posters are obtainable together with a quad crown, and a most attractive little booklet, of which a specimen is sent to every reader of the KINETRADOGRAM this week, has been published. These can be printed with your own name and address at the foot of the front page for 25s. per thousand, and we are introducing an innovation in connection with these synopses by printing your programme on the back page of the cover at an extra cost of 5s. This extra cost does not vary when a quantity of synopses are ordered, but we are always prepared to make special quotations for large quantities of the synopses itself.

A STRIKING TOP-LINER.

Our new exclusive "A Duel in the Dark," released this week, has every indication of being one of our greatest successes. The striking quad-crown and six-sheet posters issued in connection with this subject are of very unusual design, and merit the attention of every Showman who is looking out for something to draw people into his Hall.

A NOVEL EXPERIMENT.

Our novel experiment in providing new posters for "Zigomar" (The Eel's Skin) has met with instantaneous success. The quad-crown and six-sheet drawings of Mr. Will True have been very much admired, and the posters are selling in large quantities. It will interest exhibitors to know that Mr. True who designed both these posters, and those of our exclusive "A Gipsy Girl's Romance" is responsible for those humorous drawings of the famous cats so well-known in connection with Nestle's Milk.

GAIETY ARTISTS ON THE SCREEN.

Seeing that the Gaiety Theatre itself has now produced a comedy in which the film business plays a prominent part, an additional interest is led to our production of "The Argentine Tango," and other dances by Mr. George Grossmith and Miss Phyllis Dare. This film has had an extraordinary run; but there are still some districts which have not as yet seized the novel opportunity afforded of introducing to their patrons, artists whose names are known the wide world over. In addition to this such a tit-bit can easily be shown again and again in the same town even if not in the same theatre, and it is, therefore, well worth the serious attention of any Exhibitor no matter where his Hall is situated.

The present hire terms for this production are £5 per week, or 50s. for three days, there are two posters, six-sheet and quad crown. An attractive booklet which we supply printed with your name and address at 25s. per thousand will tend to excite your patrons' curiosity, and ensure you a full house.

SOME SUCCESSFUL FEATURE FILMS.

Since the KINETRADOGRAM has been published we have made a practice of indicating from time to time our opinions as to the coming big successes in Feature Films. At the present moment there are several which stand out in one's mind as being films which no Exhibitor will be able to dispense with if he wishes his Hall to be regarded as one in the first class.

They are as follows:—

"Pickwick Papers."	Vitagraph.
"The Cowboy Millionaire."	Selig.
"In Touch with Death."	Gaumont.

The immortal Bunny in the role of the immortal Pickwick should constitute the finest possible draw for a Picture Showman during June. In these days when so much attention is paid to something new and the old favourites are in danger of being neglected the welcome fusion of the old favourite (Pickwick) with the new one (Bunny) is really a stroke of genius, as it creates the interest of the young people and of that older generation which counts Dickens among the immortals.

The Selig production of "The Cowboy Millionaire" is noteworthy for the wonderful horsemanship and other phases of the wild life in the woolly West. It is our opinion that provided the subject is well done and that there is no padding, the so-called Western picture will always hold its own among its various competitors and we feel sure that this film is an assured success from the very outside.

"In Touch with Death" the third subject is one of the most thrilling and sensational Gaumont productions which we have ever seen.

FEATURE FILMS.

These films are offered subject to the dates required being open on receipt of order. While every endeavour is made to ensure punctual delivery of films we cannot hold ourselves responsible for delay or non-delivery from any cause. If a confirmation by wire is required, stamps for payment should be enclosed.

ALL QUOTATIONS ARE FOR THREE DAYS' BOOKINGS, UNLESS OTHERWISE SPECIFIED.

Wiring No.	Name of Film.	Length ft.	Maker.	Re-released.	May 12	May 15	May 19	May 22	May 26	May 29	June 2	June 5	Posters.
923	Honour thy Father	2320	Cines	May 19	—	—	110/-	110/-	90/-	90/-	70/-	70/-	—
924	The Usurer's Son	2634	Nordisk	May 19	—	—	—	—	110/-	110/-	90/-	90/-	—
925	The Power of Money	3340	Gaumont	May 11	—	—	—	130/-	110/-	110/-	90/-	90/-	—
907	The Great Unknown	1885	Eclair	May 29	—	—	—	—	—	—	100/-	80/-	—
917	Paying the Penalty	2000	Hep.	June 1	First	vacancy	June 2nd	100/-	100/-	100/-	—	—	—
918	The Mosaic Law	2000	K.B.	May 22	—	—	—	—	100/-	80/-	80/-	60/-	—
919	Fantomas	3650	Gau.	May 25	—	—	—	—	—	—	140/-	140/-	—
920	The Three Artists	2736	Nordisk	May 12	—	—	100/-	100/-	80/-	80/-	70/-	70/-	—
921	The Sharpshooter	2000	Broncho	May 25	—	—	—	—	90/-	90/-	80/-	80/-	—
922	The Sheridan's Ride	2350	Invicta	May 18	—	—	110/-	—	50/-	50/-	40/-	40/-	—
911	In Touch with Death	2700	Gau.	April 20	70/-	—	—	—	—	70/-	60/-	60/-	—
913	Zuma, the Gipsy	2284	Cines	May 3	—	—	—	—	—	—	25/-	25/-	—
912	The Two Engine Drivers	2192	Cines	April 19	—	—	—	—	—	—	30/-	30/-	—
914	A Spotting Chance	2000	Lion's Head	May 1	—	60/-	—	50/-	—	40/-	30/-	30/-	—
915	The Man in the White Cloak	2398	Nordisk	Apr. 28	—	80/-	—	—	—	60/-	50/-	50/-	—
939	The Mystery of the Yellow Room	3000	Eclair	Apr. 17	—	—	—	—	50/-	50/-	40/-	40/-	—
916	Red and White Roses	2221	Vita.	April 12	80/-	—	49/-	40/-	30/-	30/-	25/-	25/-	Q.C., 8 sheet
910	Kathleen Mavourneen	2000	Edison	April 19	50/-	50/-	40/-	40/-	30/-	30/-	25/-	25/-	Q.C. 6 sheet
3068	When Lee Surrenders	2000	K.B.	April 28	First	vacancy	May 19th	30/-	30/-	30/-	30/-	30/-	6 sheet
908	Annette Kellerman	500	—	—	—	—	30/-	30/-	30/-	30/-	30/-	30/-	—
905	The Cowboy Millionaire	1965	Selig	May 25	—	—	—	—	—	80/-	70/-	70/-	Q.C. 6 sh., 8 sh.
906	The Bread of the People	2500	Contl.	May 4	—	100/-	—	90/-	80/-	80/-	70/-	70/-	6 sheet, 8 sheet
2960	By Unseen Hands	2270	Cines	Mar. 31	30/-	30/-	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 s., 8 s., 16 s.
902	A Human Target	2000	Ambros.	Apr. 20	80/-	—	50/-	50/-	40/-	40/-	30/-	30/-	Q.C. 6 s., 8 s., 16 s.
903	His Evil Genius	2025	Hep.	Apr. 27	—	—	70/-	70/-	60/-	60/-	50/-	50/-	6 sh. (2 varieties)
904	Gold from the Gutter	2388	Nordisk	Apr. 7	—	—	50/-	50/-	40/-	40/-	30/-	30/-	6 sh. (2 varieties)
896	The Mystery of the Corner House	2844	Nordisk	Mar. 31	—	—	40/-	40/-	30/-	30/-	25/-	25/-	Q.C. 6 s., 8 s., 2 kinds
897	From the Depths of the Sea	1950	Cosmo.	Mar. 30	—	—	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
898	The Keeper of the Secret	2635	Cines	Mar. 26	40/-	40/-	30/-	30/-	25/-	25/-	20/-	20/-	Q.C. 6 sheet
899	Aurora Floyd	2000	Than.	April 10	—	—	—	—	30/-	30/-	25/-	25/-	Q.C. 6 sh., 8 sh.
900	Vengeance	2000	Imp	April 3	—	—	—	—	20/-	20/-	—	—	6 sheet, Q.C.

901	John Sterling, Alderman	1874	Imp	Mar. 20	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet, Q.C.
891	Balaoo	2100	Eclair	April 6	—	—	—	—	—	—	—	Q.C. 6 sh., 8 sh.
892	The Vengeance of Durand	2027	Vita.	April 5	40/-	40/-	30/-	30/-	25/-	25/-	20/-	4 sheet, 8 sheet
893	Oil and Water	1546	A.B.	April 6	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet, 12 sheet
894	Re-incarnation of Karma	1886	Vita.	Mar. 22	—	—	—	—	—	—	—	Q.C. 6 sheet
886	A Woman's Honour	2400	Dansk.	Mar. 13	—	—	—	—	—	—	—	6 sheet, 8 sheet
887	Escape of White-glove Gang	2500	Gau.	Mar. 23	30/-	—	—	—	—	—	—	6 sheet
888	The Card Sharpers	2056	Cines	Mar. 5	—	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
890	The Sacrifice.	2772	Nor.	Mar. 16	—	30/-	—	—	—	—	—	Q.C.
882	Billy's Burglar	1722	Vita.	Mar. 8	20/-	20/-	—	—	—	—	—	Q.C.
833	A Strong Man's Love	2095	Claren.	Mar. 30	—	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
884	The Star of Bethlehem	2000	Than.	Mar. 15	20/-	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
885	Called Back	2000	Than.	Apr. 2	—	40/-	—	—	25/-	25/-	20/-	Q.C. 6 sheet
878	Blow for Blow	2400	Cines	Mar. 12	20/-	20/-	20/-	20/-	20/-	20/-	20/-	Q.C.
880	It's never too late to Mend	2000	Edison	Mar. 22	—	—	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
881	Detective Dickson	2090	Lux.	Mar. 5	20/-	—	—	—	—	—	—	8 sheet D.C.
873	Zigomar (The Eel's Skin)	3200	Eclair	Mar. 23	—	40/-	30/-	30/-	30/-	30/-	30/-	—
874	"Tigris"	3950	Tyler	Mar. 17	—	50/-	40/-	40/-	30/-	30/-	30/-	Q.C. 4 sh., 8 sh.
875	James Patterson, Detective	2000	Thanhouse	Feb. 27	—	—	—	—	—	—	—	Q.C. 6 sheet
876	Romeo and Juliet	2930	Duskes	Mar. 8	20/-	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sh., 8 sh.
877	A Hero of the Mountains	2000	Eiko	Mar. 16	20/-	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 8 sheet
2773	Merchant of Venice	2248	Thanhouse	Jan. 30	20/-	20/-	20/-	20/-	20/-	20/-	20/-	Q.C.
2734	His Brother's Crime	2500	Bison	Feb. 2	—	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet Q.C.
870	The Law of the West	2000	Lux.	Feb. 1	20/-	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 8 sheet
871	The Secret of the Mine	2322	Cines	Feb. 15	—	20/-	20/-	20/-	20/-	20/-	20/-	8 sheet Q.C.
872	A Life for a Life	2350	Savoia	Feb. 8	20/-	20/-	20/-	20/-	20/-	20/-	20/-	Q.C.
866	Salome	2778	Cines	Feb. 22	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sh. Q.C., 16 sh.
867	The Secret of the Safe	3115	Vita.	Feb. 16	20/-	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
868	As You Like It	3008	Nordisk	Feb. 9	15/-	15/-	15/-	15/-	15/-	15/-	15/-	4 sh., 6 sh., 12 sh.
863	The Devil's Daughter	1925	Hepworth	Feb. 23	—	—	—	—	—	—	—	Q.C. 6 sheet
864	At the Foot of the Scaffold	2000	Thanhouse	Feb. 9	10/-	10/-	10/-	10/-	10/-	10/-	10/-	Q.C. 6 sheet
865	Undine	1500	Selig	Feb. 9	10/-	10/-	10/-	10/-	10/-	10/-	10/-	Q.C. 6 sheet
861	The Smouldering Spark	3350	Pasq.	Feb. 23	20/-	—	20/-	20/-	20/-	20/-	20/-	4 sheet, 8 sheet
862	On the Steps of the Throne	2137	Lubin	Feb. 2	20/-	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sh., 12 sh.
854	The Crooked Path	2023	Lubin	Feb. 16	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sh., 12 sh. Q.C.
855	The Stolen Symphony	2770	Kalem	Feb. 9	—	—	—	—	—	—	—	Q.C. 6 sh., 12 sh.
856	The Kerry Gow	3165	Nordisk	Feb. 2	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet, 8 sheet
858	The Stolen Treaty	1920	Gaumont	Jan. 5	20/-	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 8 sheet
853	The Panther's Prey	2400	Gaumont	Dec. 26	10/-	10/-	10/-	10/-	10/-	10/-	10/-	4 sheet, 8 sheet
852	A Race for an Inheritance	2800	Cosmo.	Jan. 26	10/-	10/-	10/-	10/-	10/-	10/-	10/-	Q.C. 4 sh., 8 sh.
848	At the Risk of her Life	2000	Than.	Jan. 22	10/-	10/-	10/-	10/-	10/-	10/-	10/-	6 sh. Q.C., 12 sh.
444	The Woman in White											

FEATURE FILMS—Continued.

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A SCENE FROM OUR

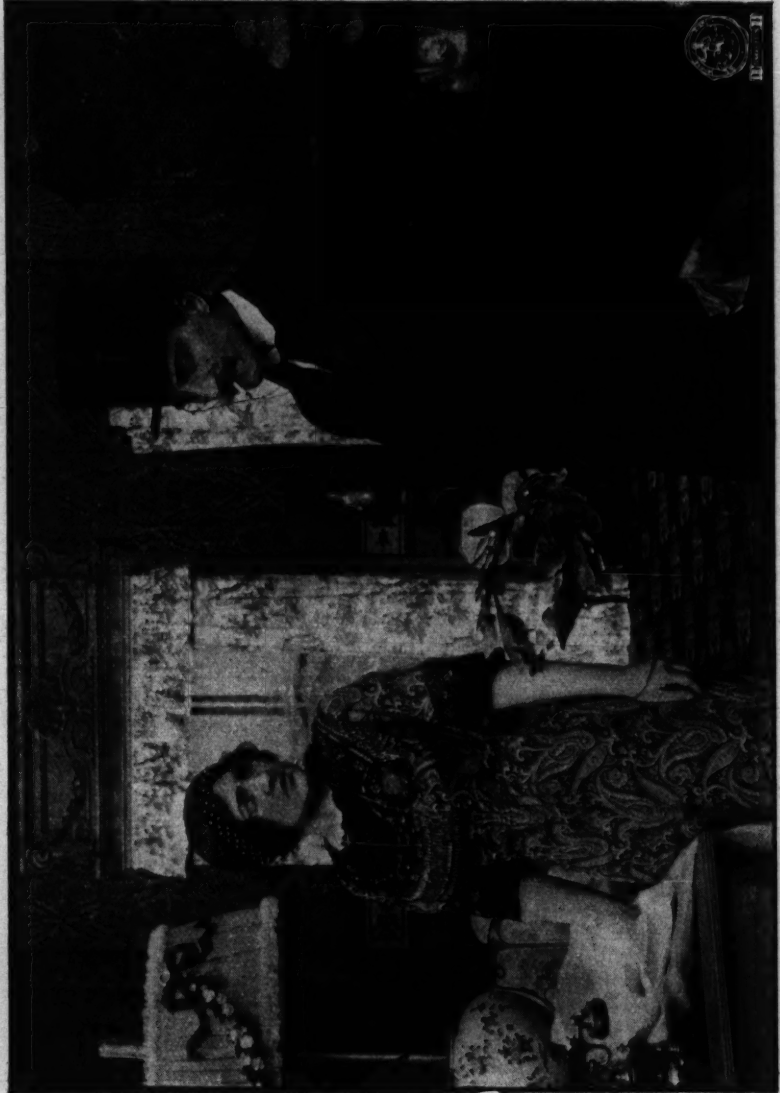
Great Exclusive

A DUEL
IN THE DARK.

*For Vacant
Dates see
back page.*



GET IT FOR
YOUR HALL
NOW!



THE COUNTESS LIVRA AND HER PROFLIGATE HUSBAND.

LATEST PURCHASES.

"PICKWICK PAPERS."

Vitagraph.

2079 feet.

Released June 9th.

Elsewhere in this number we have made some remarks with reference to this film which has been long expected owing to the recent visit of John Bunny to this Country. It is a fact that all the scenes have been photographed on the original scenes in various places in this Country to lend additional interest to this production, and acted as it is throughout by the Artists who have contributed to the fame of the Vitagraph Company, it is scarcely necessary to say that the result is a triumph.

First vacancy June 16th; £8 the week.

"THE EAGLE'S CLAW."

Ambrosio.

2225 feet.

Released June 16th.

"The Eagle's Claw" is a fine example of Ambrosio work at its best; we can confidently recommend this subject to all classes of Showmen. The subject is one that will appeal to both old and young, as it revolves round the ever favourite theme of the clever criminal and his criminal deeds.

First vacancy June 19th, £6 three days.

"A SENSE OF DUTY."

Broncho.

1900 feet.

Released June 16th.

This is a remarkable example of the fine work effected by the Broncho Company, and we can really recommend this as a most exciting Western subject. Even those who have to a certain extent been surfeited with the Western productions of late years will find some fresh points to arouse their interest.

First vacancy June 23rd, £8 the week.

OUR NEW EXCLUSIVE LIST.

Title	Length	Release Date	First Vacancy	Posters
The Boy Scout Hero	2000	—	May 12, £2, 3 days	6 sht. & Q.C.
George Grossmith and Phyllis Dare	550	—	May 12, 50/- ..	6 sht. & Q.C.
A Gipsy Girl's Romance	2250	Apr. 21	May 15, £3 10.,	6 sht. & Q.C.
A Duel in the Dark	1890	May 5	May 12, £4 10.,	6 sht. & Q.C.
Will Evans in "Harnessing a Horse"	1200	May 8	May 19, 70/- ..	6 sht. (2 kinds)
A Harvest of Tares	2850	May 19	May 19, £7 ..	6 sht. (2 kinds) Q.C.
John Lincoln, Millionaire	2800	June 2	June 2, £7 ..	6 sht. & Q.C.